



USDA Weekly Retail Turkey Feature Activity

Fri. Aug 04, 2006

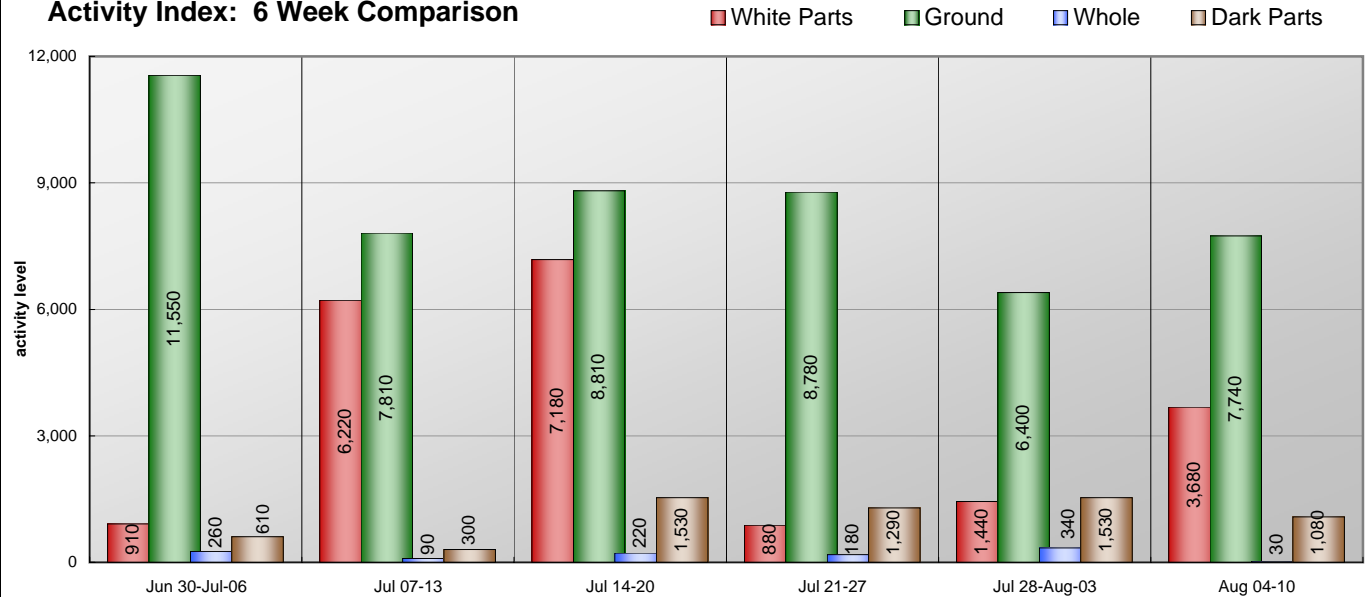
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 08/04 thru 08/10.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	36.5% of 17,000 outlets		33.7% of 17,000 outlets	
Special Rate 4/	3.9%		4.2%	
Activity Index 2/	12,530		9,710	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	10	1.08	330	1.18
" - Toms	10	1.08	10	0.99
Frozen - Hens	10	0.88		
" - Toms				
PARTS:				
Breast:				
Bone-in, whole				
Fresh	210	1.43	10	1.99
Frozen	280	1.51	320	1.81
Hotel Style				
Fresh	10	1.29		
Frozen				
Split, bone-in				
Fresh	180	2.57		
Rotisserie	1,980	5.85	460	6.21
Boneless, whole				
	250	7.99		
Cutlets				
	40	3.67	200	4.14
Strips				
	230	3.57	140	3.99
Tenders				
	500	3.62	310	4.11
Drumsticks				
	400	1.25	700	1.00
Thighs				
	20	1.49	340	1.02
Wings				
	400	1.25	410	0.94
Necks				
			50	0.58
Smoked Drumsticks				
	70	1.51	30	1.39
Smoked Wings				
	130	1.33		
Smoked Necks				
	60	1.15		
GROUND TURKEY:	7,740	2.65	6,400	2.72
Patties	1,540	2.75	910	2.43
Sausage	2,450	2.56	2,040	2.51
85% lean	1,510	1.93	810	1.83
93% lean	1,070	2.75	1,200	2.37
Breast	1,170	3.57	1,440	4.00

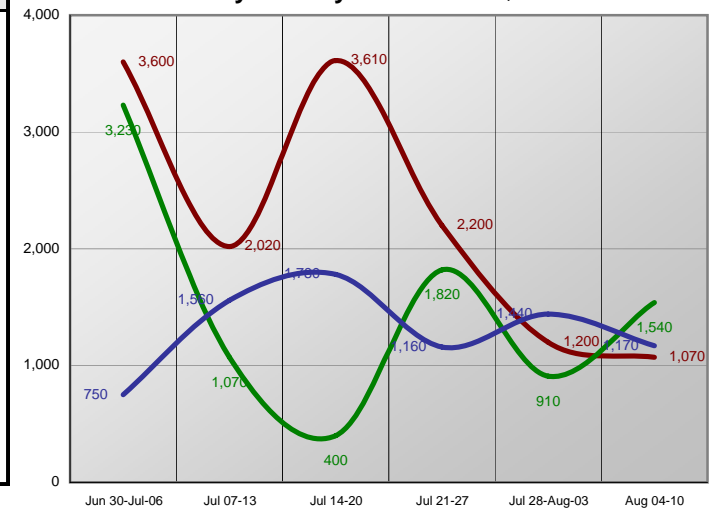
Activity Index: 6 Week Comparison



Turkey Featuring - 08/04 thru 08/10

Turkey retail activity increases in volume since our last report. Although the overall feature rate rises slightly, Central and Western regions of the country reflect 40-50 percent increases in ad activity. Rotisserie breast are featured heavily the majority of outlets. Dark meat parts are mixed on price and volume with smoked products once again available after an absence of a few weeks. Ground products increase in activity but with that also comes a general rise in values. Extreme temperatures across the country appear to be declining, hopefully consumers will soon return to normal consumption patterns.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	26.8% of 7,900 sampled outlets 2.3% of stores w/ no-price promotions Activity Index = 3,550			40.1% of 5,200 sampled outlets 6.8% of stores w/ no-price promotions Activity Index = 4,510			51.6% of 3,900 sampled outlets 3.5% of stores w/ no-price promotions Activity Index = 4,470		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				1.08	10	1.08			
" - Toms				1.08	10	1.08			
Frozen - Hens	0.88	10	0.88						
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	2.49	30	2.49	1.99	30	1.99	0.99 - 2.99	150	1.11
Frozen	1.58	10	1.58	1.49 - 1.58	270	1.51			
Hotel Style									
Fresh	1.29	10	1.29						
Frozen									
Split, bone-in									
Fresh				1.98 - 2.69	40	2.14	2.69	140	2.69
Rotisserie	4.99 - 5.39	190	5.37	4.69 - 7.25	260	5.35	5.39 - 7.25	1,530	5.99
Boneless, whole	7.99	10	7.99	7.99	240	7.99			
Cutlets	3.49 - 3.99	40	3.67						
Strips				3.57	230	3.57			
Tenders	3.69 - 3.99	130	3.91	2.39 - 3.57	280	3.36	3.99 - 4.19	90	4.01
Drumsticks	1.29 - 1.39	100	1.37	0.79	50	0.79	1.29	250	1.29
Thighs	1.49	20	1.49						
Wings	1.38 - 1.39	100	1.39	0.79	50	0.79	1.29	250	1.29
Necks									
Smoked Drumsticks	0.97	10	0.97	1.39 - 2.29	60	1.60			
Smoked Wings	0.97 - 1.29	70	1.22	1.19 - 2.29	60	1.45			
Smoked Necks	0.97	10	0.97	1.19	50	1.19			
GROUND TURKEY:									
Patties	1.99 - 2.99	930	2.46	2.29 - 3.99	580	3.21	2.99	30	2.99
Sausage	1.89 - 2.49	750	2.17	1.99 - 3.99	950	2.91	1.59 - 2.95	750	2.51
85% lean	1.49 - 2.59	270	2.00	1.00 - 2.00	250	1.58	1.49 - 2.40	990	2.00
93% lean	1.99 - 3.29	420	2.71	1.39 - 3.25	610	2.78	2.59 - 2.99	40	2.74
Breast	2.49 - 4.19	440	3.89	2.99 - 3.99	480	3.42	2.46 - 4.39	250	3.28

Note: See page 1 for explanatory notes.